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Inside Information

COOPERATIVE PUBLISHING UNDER STUDY

Cooperative publishing between the state cooperative extension services and USDA has a history stemming from the Smith-Lever Act of 1914.

The act itself specifically addresses the use of information and publications.

It says, in part: "...agricultural extension work...shall be carried on in cooperation with the U.S. Department of Agriculture...imparting information on... subjects through demonstrations, publications and otherwise, and for the necessary printing and distribution of information..."

Many USDA publications, however, have traditionally been made available to the state extension services either on a free basis, a cost-share basis, or through outright purchases by the states from Government Printing Office sales stocks.

Many state land-grant universities generally have considered USDA publications as supplementary to their own publication offerings.

The states have preferred to publish their own material believing that provides more credibility and evidence of effective state programs.

Today, the Publishing Center of USDA's Office of Governmental & Public Affairs, has under study about a dozen state publications which could develop into joint state-USDA printing projects.

Two such publications are very popular in the northeastern states, and surveys indicate a demand for them nationally.

One is called "Tips to Conserve Energy, Save Dollars and Energize Your Wardrobe."

The other is "Furniture Restoration."

Both of these two publications were published by the cooperative extension services of the northeastern states.

Ed Poe, of GPA's Publishing Center, says cooperative publishing will cover such subjects that have commonality and relate to major programs, agricultural commodities and consumer needs.

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ANNUAL BLUE PENCIL CONTEST ANNOUNCED

Writers, editors, designers, information specialists, printing officers and other communicators who work for federal, state and other government organizations are invited to submit entries in the 1981 "Blue Pencil Awards" contest.

The Blue Pencil awards, now in their 19th year, are designed by the National Association of Government Communicators as an annual tribute to outstanding government publications and their producers.

Entry fee is \$10 for NAGC members and \$20 for non-NAGC members.

If your agency or institution will not pay the fee, it is a tax-deductible item on your next tax return, according to an NAGC spokesperson.

Publications to be entered must have been produced in 1980. If they have a 1981 issue date, but were in the printing stage in 1980, they are eligible for entry.

An individual may enter more than one publication for each category. However, a separate entry form and fee must accompany each entry.

Entries will be judged on writing, editorial content, layout and design by experts who will critique each entry.

Final date for acceptance of entries is April 15. Entries received after that date will not be considered.

Details about the 15 different categories and entry forms are available from Ruth Galaid, Blue Pencil Chairwoman, NAGC, (202) 245-7581.

He says the study is also designed to produce the highest quality and most economical publications.

"Every effort is being made to select the best authors," Poe says, "to respond to public needs for information."

"We also want to establish a closer system of communications between the states and USDA, and broaden a selection of useful titles in the government inventory," he adds.

MARYLAND UNIV. OFFERS COMMUNICATIONS PH. D.

The University of Maryland's College of Journalism has added a Ph.D. degree in public communication that emphasizes public relations and government communication.

It also offers specialization in organizational communication, international communication, and science and health communication.

Maryland is the first university in the Washington, D.C., area to offer a Ph.D. program in communications.

The college intends to make full use of the extensive resources available in Washington, D.C.

"The University of Maryland is in a unique position," said James Grunig, director of graduate studies for journalism.

"For certain areas of concentration in journalism, it is closer to primary information sources than any other institution offering advanced degrees in journalism," Grunig said.

He indicated that the vast number of federal government agencies, news organizations, foreign embassies, trade associations, public relations firms and private business of importance on a national level in Washington make the program's four areas of emphasis uniquely suited to the area.

The program will emphasize research.

"This is a research degree designed for people who wish to go into journalism education or research and administrative jobs with the government or private business," Grunig said.

FACTS ABOUT FEDERAL MARKETING ORDERS

USDA's Agricultural Marketing Service has issued a new consumer-oriented fact sheet on "Federal Marketing Orders for Fruits and Vegetables--In Brief."

Dale May, AMS deputy information director, hopes the fact sheet will help correct some misconceptions on the part of consumers (and even small-scale farmers) that marketing orders prohibit marketing of produce directly from farmers to consumers.

Copies of the fact sheet (AMS-563) are available from any of the regional information offices--Atlanta, Chicago, Dallas, New York or San Francisco.

Or contact AMS Information Division's publication section in Room 3087-S, Washington, DC 20250: telephone (202) 447-7587.

USDA YEARBOOK "BEST-SELLERS" LISTED

What have been the best-selling USDA yearbooks of agriculture the past 10 years?

According to figures compiled by Denver Browning of GPA's Printing Center, the "best-seller" was the 1972 yearbook, "Landscape for Living."

It has sold more than 75,000 copies.

Three other top-sellers were 1977, "Gardening for Food and Fun," with nearly 51,000 copies; 1978, "Living on a Few Acres," 47,000 copies; and 1979, "What's to Eat?", nearly 46,000 copies.

FORMER USDA EXTENSION STAFF MEMBER DIES

Joseph D. Tonkin, who retired from the information staff of USDA's Federal Extension Service about 10 years ago, died Feb. 27.

In his many years with USDA extension work, Tonkin was involved mostly in radio services and later in television.

He traveled extensively to the states and consequently was known throughout the country.

Services were held March 3 in Silver Spring, Md. He is survived by his wife, Louise; a son, Joseph D. Jr.; a daughter, Nancy Rael; and six grandchildren.

CORRECTION - CORRECTION - CORRECTION

Item in February 20 issue, "College Credit by Telephone Arranged," gave too much credit to USDA regional information director, Herb Jackson, so says Jackson himself.

Actually most of the credit should have been given to regional information office staff members Wayne Baggett and Mary Galloway.

It is nice to know that there are still bosses around who want their staff to get the credit for a job well done.--THE EDITOR.